



NEW
SMYRNA
BEACH
FLORIDA

SVAA

SOUTHEAST VOLUSIA ADVERTISING AUTHORITY

INTERNAL CONTROLS

Internal Controls

- Interim staff has implemented strict payroll and purchasing procedures to ensure that all expenditures are made appropriately.
- It is recommended that 1 administrative position, assigned to the CFO's department, be funded by SVAA (80%) and West Volusia (20%) to be the official county liaison and to provide guidance and oversight related to accounting, purchasing, personnel, and other administrative matters. Anticipated annual expense of \$70,000.
- It is recommended that James Moore & Co. conduct a quarterly review of these procedures and the associated expenditures. The anticipated expense for this review is \$5,000 each quarter -- \$20,000 annually.

Public Records

- The digital recording of each meeting will be saved on the SVAA and county servers to ensure security of the record. Written minutes are reviewed by the interim director prior to being sent to board for review and approval.
- Meetings are recorded digitally on the same system the county uses.
- Appropriate measures have been taken to secure SVAA email. All email addresses are hosted by the County of Volusia but maintain the identity of the authority i.e. dona@visitnsb.com

EXECUTIVE DIRECTOR SEARCH

Executive Director Search

- At the May 15 Southeast Volusia Advertising Authority board meeting, staff presented a job description for the executive director position.
- The hiring of the executive director position and future positions will be managed by the director of the Volusia County Human Resources Division.
- Anticipated time of hiring process from approval of position until director is on board is up to six months.
- Position will be advertised widely using appropriate newspapers, trade journals and websites.

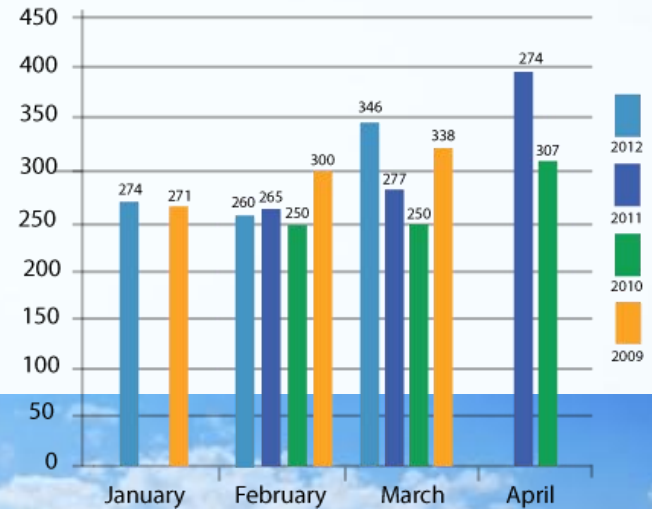
Board Member Training

- These areas have been identified by staff for advertising authority member training:
 - Sunshine Law to include public records and communication between members
 - Fiscal responsibility to include budget and accounting
 - Personnel responsibility to include hiring and discipline
 - Purchasing
 - Relationship with county government

MARKETING UPDATE

STATISTICS

Total toll-free incoming calls – monthly comparison



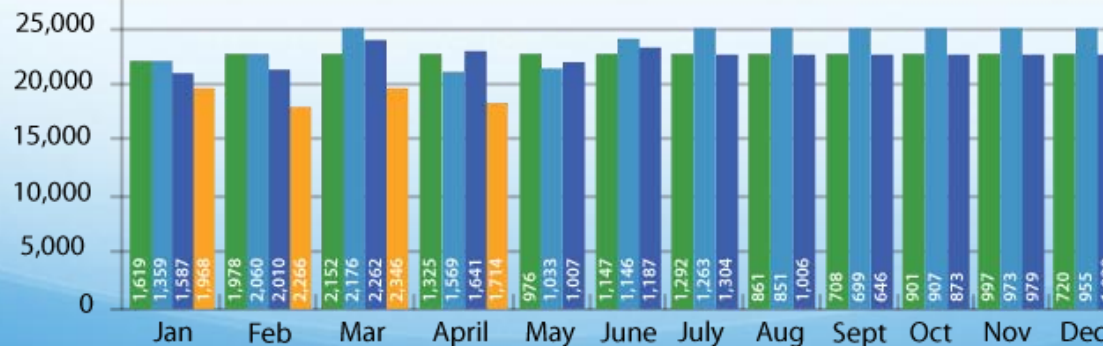
2009 – 2012 NSB center walk-in visitors



Total yearly walk-ins

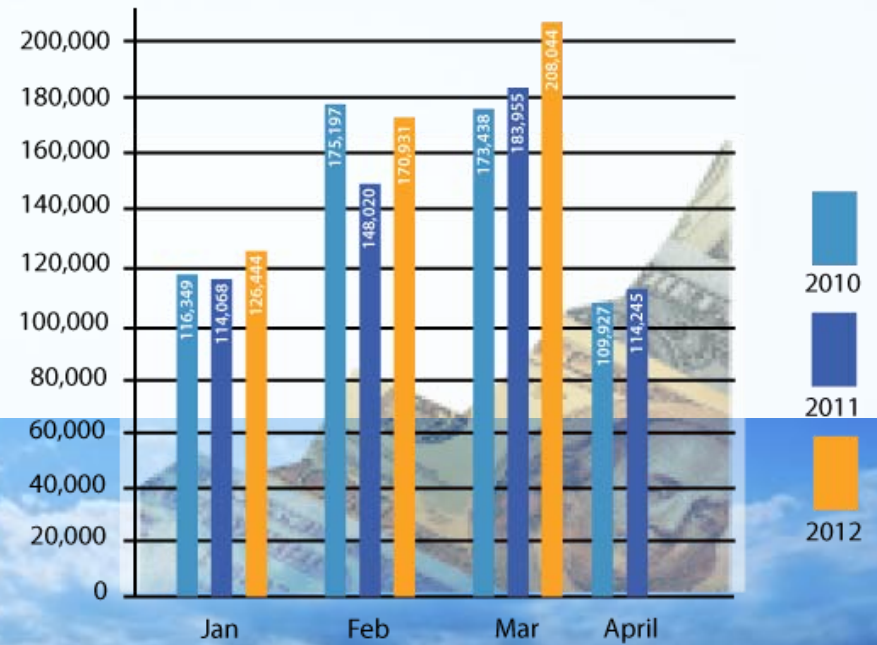
2012: 7,074
2011: 14,766
2010: 15,327
2009: 16,325

Walk-in Visitors



RESORT TAX

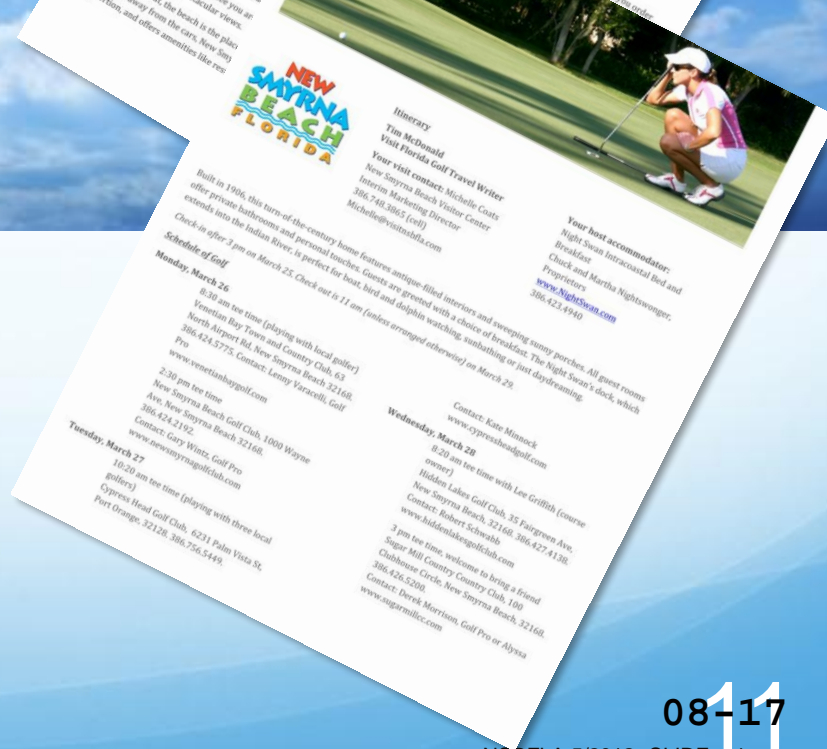
2010 – 2012 Convention development tax collections





MEDIA VISITS

- Family travel writer/blogger
- Visit Florida golf writer



Influence consumers planning their travels

New York Times Travel Show (March 2-4, 2012)

- 18,000+ travelers and industry professionals
- Age 18-54: 64% - Female 68%/Male 32%
- HHI \$75,000+: 65%
- Vacation at least 2X per year: 60%
- Vacation annually: 90%
- Attendees likely to purchase a trip as a result of attending the 2010 show: 88%



REGISTER TO WIN
a 2 night stay
in a vacation beach home!
3 bedroom 2 bath directly on the beach

www.nsbfla.com

800.541.9621

Discover New Smyrna Beach and the surrounding areas of Port Orange, Edgewater, Oak Hill and...

TRADE SHOWS

Washington DC Travel and Adventure Show (March 17-18, 2012)

- Nearly 17,000 travelers and industry professionals
- Age 35-65: 71% - Female 54%/Male 46%
- HHI \$75,000+: 70%
- Spend over \$5,000 on travel: 46%

*Source: 2010 Travel Show Exit

The Villages Travel Expo (May 11, 2012)

- 4,000 attendees
- Drive market, affluent seniors with disposable income.



NEW SMYRNA BEACH FLORIDA
www.nsbfla.com
1.800.541.9621

Lots to do... and a beach too

Take a great beach, toss in some culture, sprinkle it with history, add a splash of the arts, and you have the perfect destination. New Smyrna Beach, Florida. Families frequent the beach to sunbathe, surf fish, bicycle, or create sand sculptures while relaxing under a giant wave umbrella. Surfers find the beach enticing as it provides some of the best wave action along the eastern seaboard. While the beach is the main attraction, it's not the only reason visitors come to this quiet community.

New Smyrna Beach lies adjacent to the protected Canaveral National Seashore which acts as a refuge to hundreds of species of wildlife, including more than 400 species of birds. It is within the protected seashore that spectators gather to marvel at the annual parade of sea turtles which come ashore to rest beginning in May. In October, the egg hatch and thousands of tiny turtles make their way to the water.

The pristine Indian River rests on the western side of New Smyrna Beach. Popular pastimes include fishing - New Smyrna Beach is the **Redfish Capital of the World** - and boating. Protected estuaries and abundant sea life make the river a popular choice for kayakers and one of the **best eco tourism spots** in Florida. Golfers can choose from eight courses in the area, each offering a variety of different challenges. Eight courses not enough? Select from one of 50 additional courses within a 20 mile radius of New Smyrna Beach.

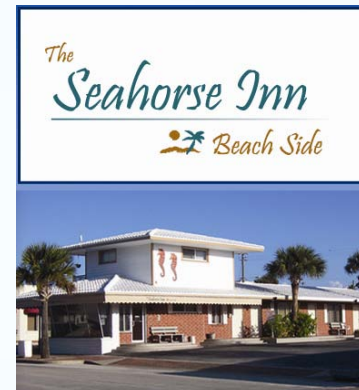
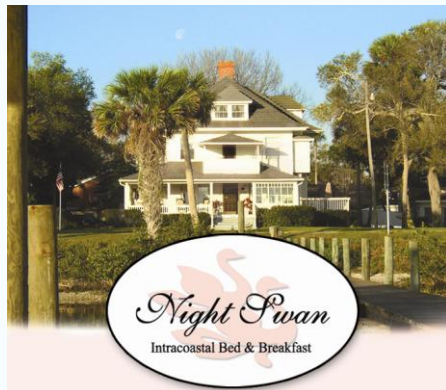
Regarded as one of the **top 100 small art towns in the country**, New Smyrna Beach is home to the internationally known Atlantic Center for the Arts (ACA). The ACA is open to the public several times a year and offers tours of the facility when artists are not in residence. A number of privately owned art galleries dot the city and beckon visitors with their handmade offerings.

The city has **historical roots** as well. Often referenced as: The fourteenth oldest city in the United States, New Smyrna Beach is the second oldest city in North America. Historical sites include the imposing Super Hill Ruins, a mysterious foundation that some claim was an old Spanish fort, and Turtle Mound, a Timucuan Indian shell midden that provides evidence of 2,000 years of habitation by the Timucuan Indians who wintered along the coast, fished the rich waters, and then discarded their shells to form this wonder. For those looking to delve deeper into their roots, the New Smyrna Museum of History provides an in-depth look at the city's past.

FOR IMMEDIATE RELEASE
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Updated news releases
www.nsbfla.com



Partnerships

- Night Swan Intracoastal Bed & Breakfast
- Ocean Trillium Suites
- The Seashore Inn
- Coconut Palms Penthouse Villa

TRADE SHOWS

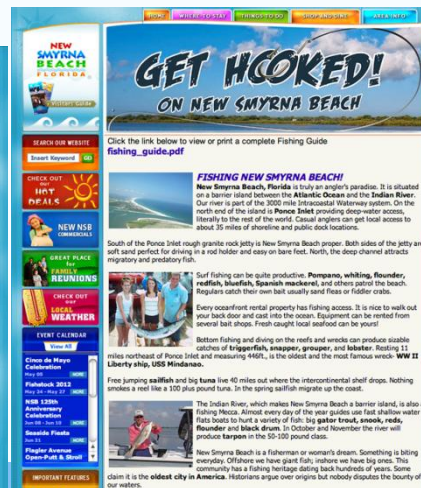
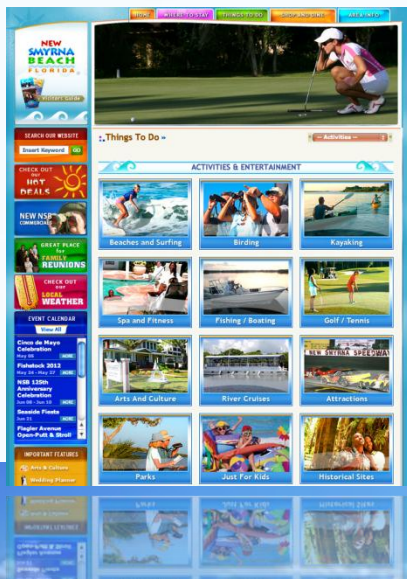
Local partnership opportunity

Partner with four different accommodators to offer free stays or discount. A “win-win” for all.

Registrations for giveaway drawings:

- Attract attention to booth
- Provide exposure for accommodator at event ad via word-of-mouth from winner
- Showcases what NSB has to offer
- Gives tracking and follow-up opportunities

Exposure to more than 40,000 attendees collectively

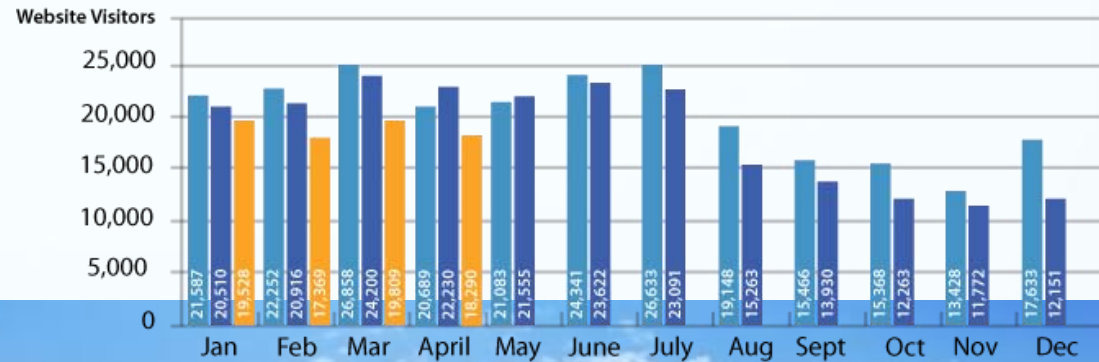


WEBSITE



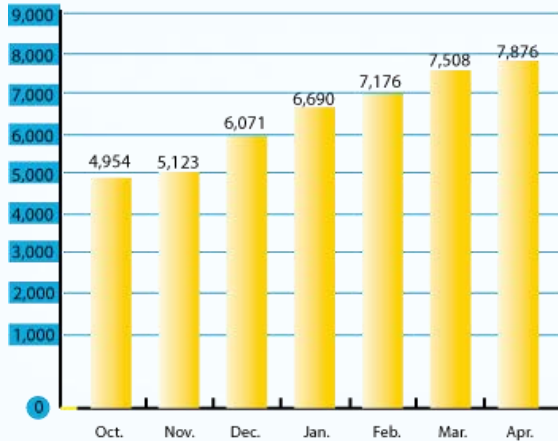
- Updated content
- PDF counterparts to printed collateral

2010 – 2012 website visitors to www.nsbfla.com



WEB STATS

TOTAL FACEBOOK FANS
Oct. 2011 - April 2012



SOCIAL MEDIA

- Facebook
- Twitter
- Pinterest



ADVERTISING



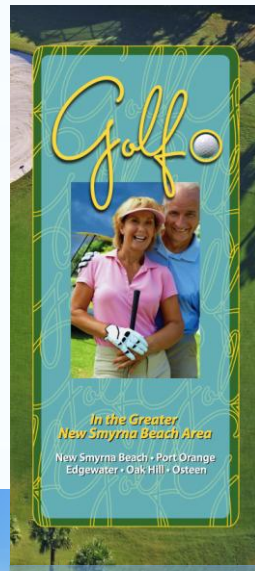
- Bright House Networks
- Orlando Sentinel
- British Visitor Handbook
- Billboard
- Outdoor signage



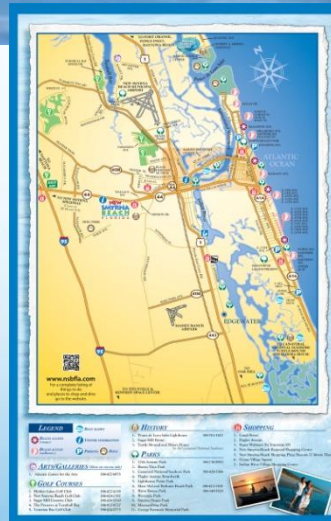
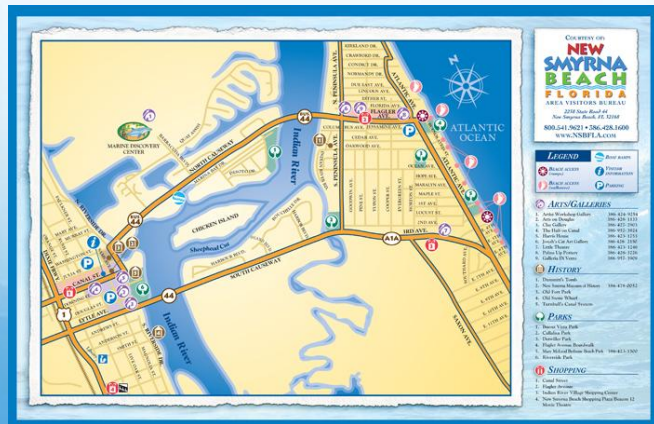
DIGITAL MEDIA

Digital advertising

- Orlando Sentinel (Ipad app; OrlandoSentinel.com; admail campaign)
- Sport Fishing and Salt Water Sportsman
- Niche fishing campaign (June is Florida Fishing Month)



COLLATERAL



NSB VISITOR CENTER



OUTDOOR SIGNAGE



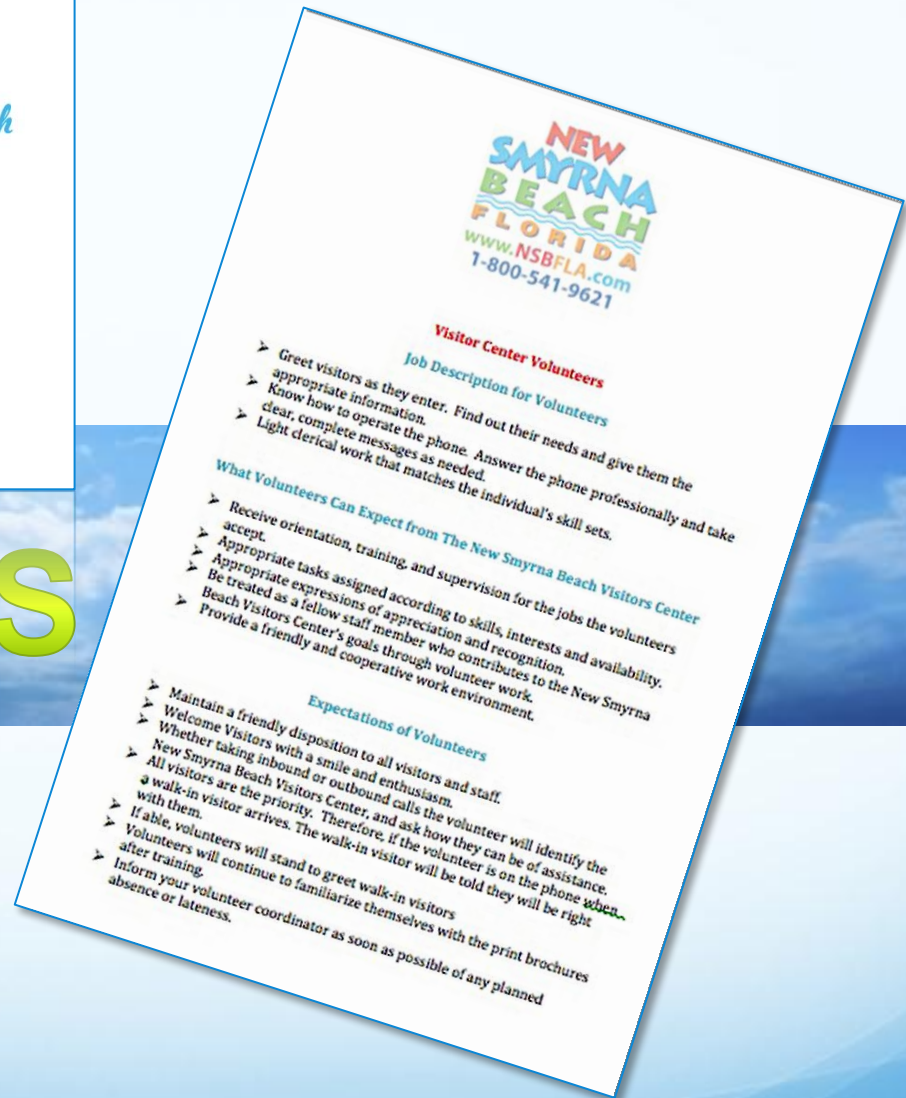
- Review process for upcoming year
- Recent and upcoming events:
 - Images
 - Gallery Group of Flagler: monthly
Art Walk and Wine Walk
 - Balloon Fest 2012
 - Fish Stock 2012
 - Jazz Fest

SPECIAL EVENT MARKETING

VOLUNTEERS

Volunteer program

- Role of volunteers
- Application process
- Training program



- Stakeholder communications
- Co-op program guidelines
- Research campaign
- ITI multi-media campaign
- Niche marketing campaign
- Enhance/upgrade existing website
- History

PENDING PROJECTS

QUESTIONS?